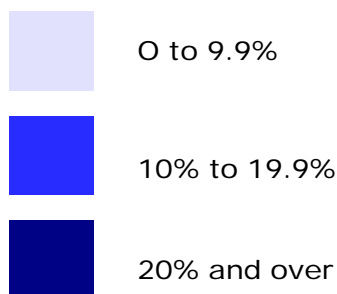
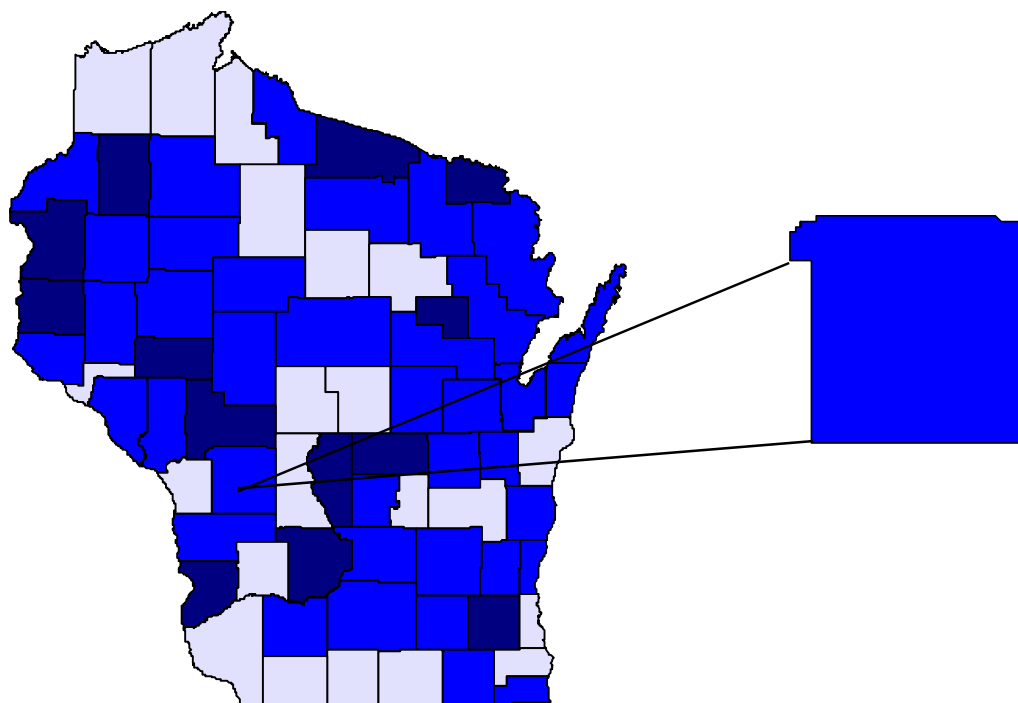


Monroe County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Monroe County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

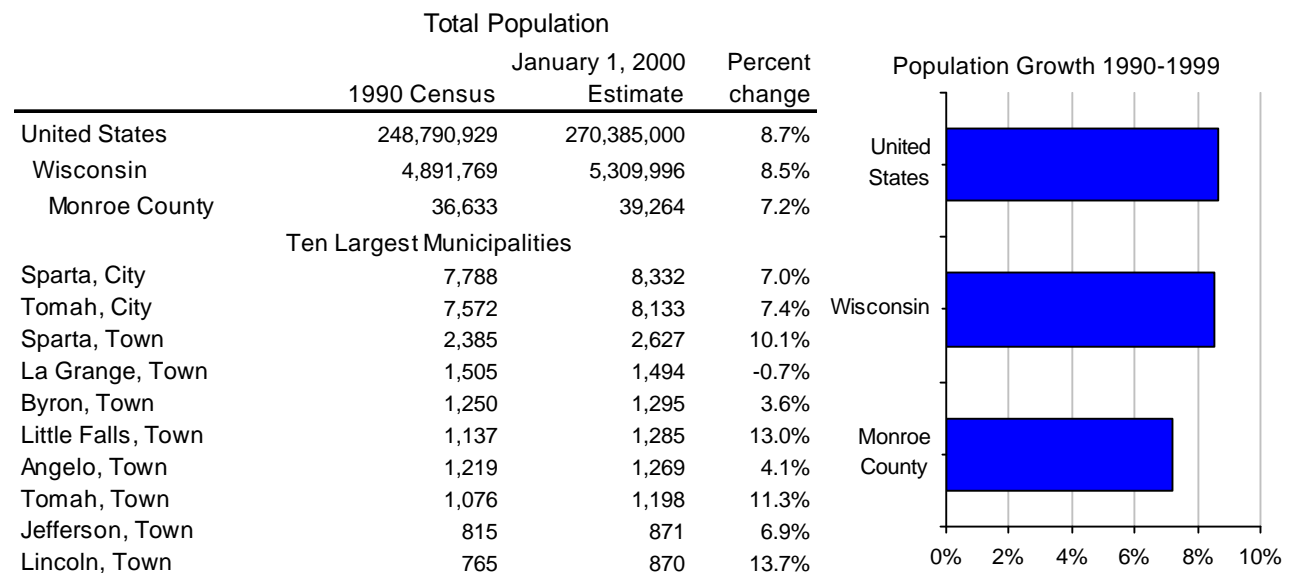
For more detailed information or clarification, please contact your local labor market analyst,
Bill Brockmiller, by telephone (608-785-9337) or email (brockwi@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Monroe County Population and Civilian Labor Force

Monroe County's population increased 7.2 percent during the nine year time span 1990-1999. Monroe County continues to grow slower than Wisconsin and the United States. There are two components to the population equation; net migration (people moving into the county less people moving out of the county) and natural increase (births less deaths). In the 1996-1999 time period, in-migration has been on the rise in Monroe County, far exceeding the net natural increases in population in Monroe County.

On a percentage basis, the fastest growing areas in Monroe County include the Town of Little Falls and the Town of Sparta along the western edge of the county, the Town of Lincoln in the northeast part of the county, and the Town of Tomah. While there can be many reasons for population growth, it would appear that at least part of the population growth is due to increasing commuters into La Crosse County (western edge), commuters not wanting to live in a city, yet wanting easy access to Interstate 94 (Town of Lincoln) and increases around the Town of Tomah due to increased economic activity in the Tomah area.



* Monroe County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

While Monroe County's population has increased by 7.2 percent since 1990, the labor force has increased roughly 10 percent in the same time period. When comparing these changes to the change in the number of nonfarm jobs in the county during the same time period, one finds that nonfarm employment has increased by 23.4 percent. Monroe County found the workers to make up the apparent shortfall by tapping the unemployed pool of workers. In 1990, the annual average unemployment rate in Monroe County 5.1 percent. It peaked in 1992 with 6.2 percent. The rest of the decade came with mostly declining unemployment rates ending in 1999 with a 3.9 percent annual average unemployment rate. was Participation rates have remained stable in Monroe County.

The participation rate is the number of total workers in the labor force divided by the total population aged 16 years and over. Not all persons aged 16 and over are working or looking for work. Among the reasons for not working are: school attendance, retirement, inability to work, and individuals who do not believe there are any opportunities for them in their labor market. Monroe County's labor force participation rate is 66.9 percent, falling from last year's 69.5 percent. Monroe's 1999 participation rate is slightly below the national participation rate of 67.1, and noticeably lower than the state's rate of 72.3 percent. Perhaps future worker recruitment efforts in Monroe County will concentrate on increasing the participation rate and bringing more people not currently working into the labor force.



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

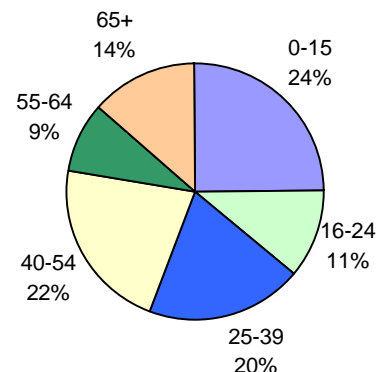
Employers have noticed and will continue to witness the effects of a changing workforce in Monroe County. Declining population totals in the 25 to 39 year old cohort will shape the future workforce in Monroe. The gigantic increase in the 40 to 54 age cohort is the result of the aging the "baby boomers." This is a long

term trend, and continued growth in this cohort will occur. Different recruitment and retention methods are required to attract and retain workers in this age group compared to other age groups. The "baby boomer" cohort will dominate the shape of the area's workforce for the next 30 years. Also noteworthy, the percentage increase in the 16-24 age cohort in Monroe County is higher than percentage increases in most other Western Wisconsin counties in that cohort.

Monroe County Labor Force Age Population Distribution

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	9,623	9,818	2.0%
16-24	4,030	4,331	7.5%
25-39	8,229	7,707	-6.4%
40-54	6,144	8,560	39.3%
55-64	3,214	3,514	9.3%
65+	5,393	5,334	-1.1%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



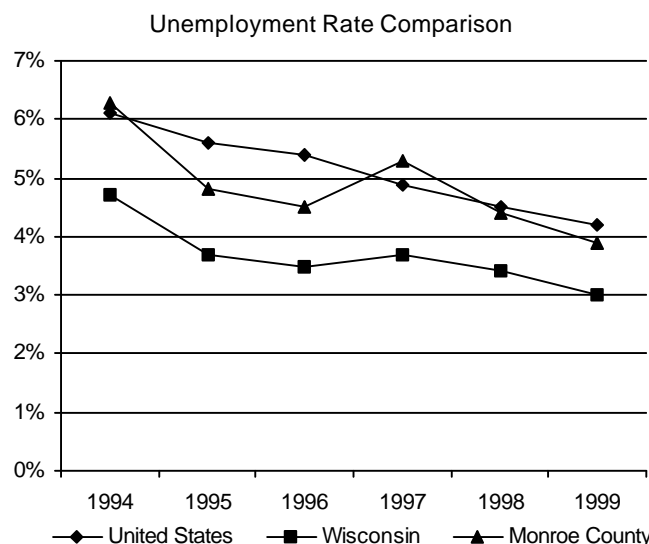
Monroe County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	19,600	19,800	20,300	20,000	19,900	19,300
Employed	18,400	18,800	19,400	18,900	19,000	18,500
Unemployed	1,250	950	910	1,060	880	750
Unemployment Rate	6.3%	4.8%	4.5%	5.3%	4.4%	3.9%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

Overall, unemployment rates have been falling in Monroe County. However, as illustrated on the graph to the right, rates increased in 1994 and 1997. Since 1999, unemployment rates have been increasing again, but remain quite low as compared to historical trends for Monroe County.

During the course of a given year, Monroe County's monthly unemployment rates report both high peaks and low valleys of unemployment. February usually reports the highest unemployment rate for the year in Monroe County. In recent history, Monroe County's February unemployment rates have been running between 5.5 and 5.8 percent. September's Monroe County rate is usually the lowest rate for the year in Monroe County, recent September unemployment rates have ran between 2.9 and 3.7 percent.



This general unemployment rate pattern is similar on a statewide basis, where unemployment rates usually peak in February, and yearly lows are hit in September or October. These unemployment rate patterns in Wisconsin and Monroe County can be explained by several factors. Wisconsin's weather patterns, affecting construction patterns and economic activity are a major factor in establishing these unemployment rate patterns. Other factors include; farm growing seasons, Wisconsin manufacturers production schedules, shopping seasons peaks and valleys, and tourist seasons.

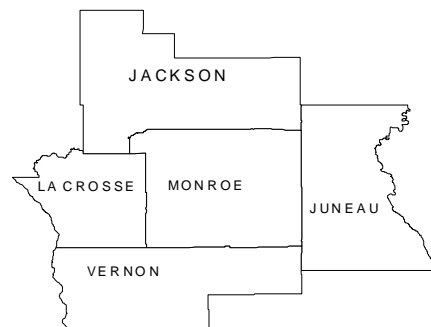
Where Monroe County diverges from the statewide experience is in the late fall (October-November). State-wide rates tend to stay low in October and November, Monroe's rates often increase in the late fall due to layoffs at Fort McCoy. Most of these layoffs are in seasonal food service and other seasonal service staff at the Fort.

Monroe County Commuting Patterns

	Commute Into	Commute From	Net Commute
La Crosse County	903	842	-61
Jackson County	110	486	376
Juneau County	656	436	-220
Vernon County	275	489	214
Elsewhere	485	184	-301
Total	2,429	2,437	8

Work within Monroe County 14,212

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns, 1994.*

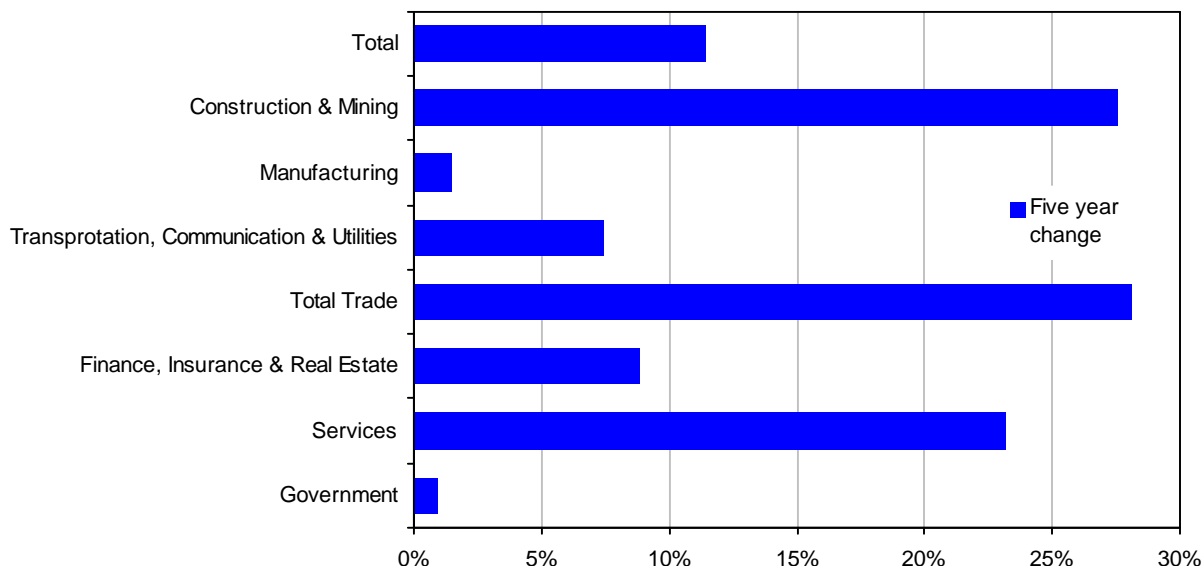


As noted above, as of the 1990 census, the net effect on Monroe County of the commuting patterns in and around Monroe County is negligible. Monroe County gains less than ten workers a day in the exchange. Even so, the commuting patterns in and out of Monroe do shed some light on area trends.

One not familiar with the workforce patterns of the area might assume that the large numbers of persons commuting into Monroe County from Jackson and Vernon are finding work at Fort McCoy or the veteran's facility in Tomah. However, such is not the case. Most workers commuting into Monroe from these two counties are working in Monroe's growing manufacturing industry.

The scales have tipped slightly in the ten years between Censuses. The 1980 Census reported that Monroe County lost a net of 54 workers daily in the commuter exchange. The most noticeable change occurred in Jackson and Vernon Counties, where the number of residents commuting in from those counties doubled and tripled, respectively. Commuting patterns from Census 2000 are not available yet.

Monroe County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change 1 year	5 year
Total	15,273	15,820	16,130	16,035	16,531	17,022	3.0%	11.5%
Goods Producing	3,739	3,845	3,933	3,711	3,609	3,905	8.2%	4.4%
Construction & Mining	419	423	457	469	452	535	18.4%	27.6%
Manufacturing	3,320	3,422	3,477	3,243	3,158	3,370	6.7%	1.5%
Durable	2,335	2,355	2,422	2,186	2,121	2,285	7.7%	-2.2%
Nondurable	985	1,067	1,055	1,057	1,037	1,085	4.7%	10.2%
Service Producing	11,534	11,975	12,197	12,323	12,922	13,117	1.5%	13.7%
Transportation, Communications & Utilities	1,019	994	1,036	1,102	1,074	1,095	2.0%	7.5%
Total Trade	3,008	3,159	3,228	3,290	3,505	3,855	10.0%	28.1%
Wholesale	480	556	622	686	780	819	5.1%	70.7%
Retail	2,528	2,603	2,606	2,604	2,725	3,035	11.4%	20.1%
Finance, Insurance, and Real Estate	498	458	451	463	501	542	8.2%	8.9%
Services & Misc.	2,480	2,676	2,667	2,872	3,183	3,055	-4.0%	23.2%
Total Government	4,529	4,688	4,815	4,596	4,659	4,571	-1.9%	0.9%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. Nonfarm wage and salary employment does include civilians working at a military installation. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

Only two counties in Wisconsin have more federal employment than Monroe County. These two counties, Dane and Milwaukee, have significantly higher population bases. About one in four jobs in Monroe County is with some form of government, and half of those are with the federal government. However, government employment has not been the major source of employment growth in the past five years, increasing by less than one percent during the five year time span.

The most growth during this time period, tallied as a net gain in jobs, occurred in the trade industry group. Retail trade added 507 jobs and wholesale trade almost doubled during the five year period, adding 340 jobs. At least part of the robust growth in wholesale trade in Monroe can be attributed to the new Wal-Mart distribution center in Tomah. Monroe County's placement within the Interstate Highway system makes it an excellent place for wholesale trade companies to locate. About 575 service industry jobs were added to Monroe County's employment total during the five year stretch.

Monroe County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Health Services	30	1,678	-9	-80
Educational Services	10	1,266	-8	222
National Security And International Affa	*	*	*	*
Eating And Drinking Places	70	1,197	10	-1
General Merchandise Stores	*	*	*	*
Industrial Machinery And Equipment	10	786	35	*
Trucking And Warehousing	41	766	-29	227
Executive, Legislative, And General	31	676	-45	-84
Wholesale Trade-Nondurable Goods	30	599	-14	222
Stone, Clay, And Glass Products	*	*	*	*

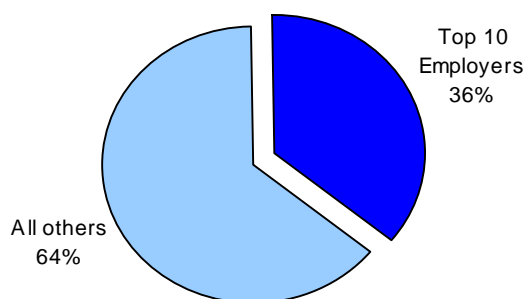
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Top 10 Public & Private Employers

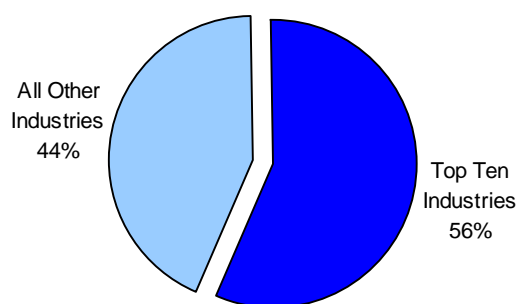
Company	Product or Service	Size
Us Department Of Defense	National Defense and Security	1000+
Department Of Veterans Affairs	Veterans Hospital	500-999
Wal-Mart Associates	General Retail and Wholesale Distribution	500-999
The Toro Company	Lawn and Garden Equipment	500-999
Northern Engraving	Automotive Stampings	500-999
Cardinal Ig	Glass Products	500-999
Sparta Area School District	Education	500-999
Tomah Public School	Education	500-999
County Of Monroe	Executive and General Government	250-499
Valley Pride Pack	Meat Packing	250-499

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment



As of March 2000, there were a total of 927 employers in Monroe County. The top ten employers employ 36 percent of all workers working in Monroe County. Almost six of ten workers in Monroe County are working for one of the ten largest industries in the county.

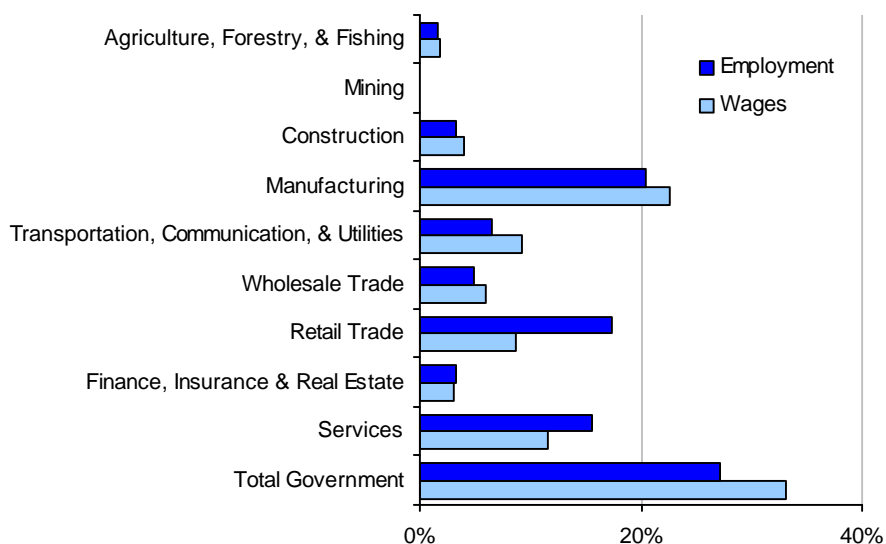
Five of the ten largest employers are attached to public sector service. However, only one of the top ten employers are involved in providing executive, legislative, and general government services (County of Monroe). The other top ten public sector employers provide a variety of services including national defense, education, and health care.

Two of the ten largest industries in Monroe County are in the manufacturing sector, yet four of the ten largest employers are in the manufacturing business.

Monroe County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$23,069	\$29,609	77.9%	0.7%	18.3%	16,698
Agriculture, Forestry, & Fishing	\$26,197	\$21,499	121.8%	-14.4%	12.6%	263
Mining	*	\$39,968	*	*	*	*
Construction	\$27,835	\$36,772	75.7%	0.9%	25.5%	543
Manufacturing	\$25,567	\$37,773	67.7%	0.2%	15.7%	3,422
Transportation, Communications, & Utilities	\$32,757	\$34,523	94.9%	3.3%	15.3%	1,080
Wholesale Trade	\$28,124	\$38,048	73.9%	8.8%	34.7%	811
Retail Trade	\$11,468	\$15,066	76.1%	3.0%	18.2%	2,897
Finance, Insurance, & Real estate	\$22,186	\$37,911	58.5%	8.6%	4.7%	533
Services	\$17,146	\$26,041	65.8%	5.1%	25.3%	2,593
Total Government	\$28,115	\$32,017	87.8%	-1.8%	19.9%	4,548

Total Employment and Wage Distribution by Industry Division



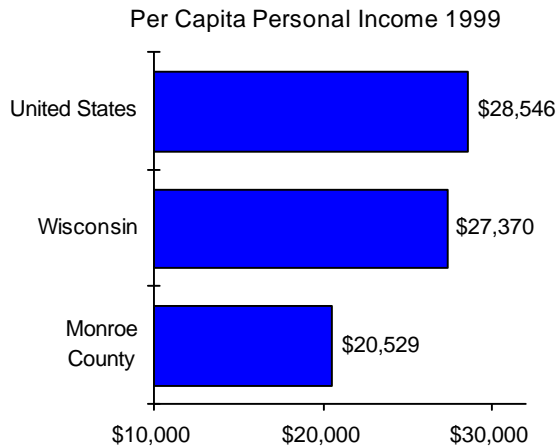
Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

The greatest differential in average wages between Monroe County and statewide levels occurs within the finance, insurance, and real estate industry (FIRE). Monroe County does not have a corporate office or major processing center. Thus, there are fewer managerial and technical positions, which often pay higher wages, within Monroe County. A large number of the positions within Monroe County are teller positions which are entry-level and often part-time.

In 1999, there was only one industry in Monroe County which, on average, paid wages in excess of the statewide average. The agriculture, forestry, and fishing industry was that industry. Wages paid in this industry in Monroe County were 121.8 percent of the statewide average. Many of the workers in this industry are employed by agriculture services establishments such as veterinarians and landscapers. In addition, some of the of workers employed in this industry in Monroe work for firms that harvest and prepare cranberries. In 1999, only 263 workers were employed in this industry (this statistical series does not include numbers from individual family farms), and despite their high earnings, accounted for less than three percent of all wages paid in Monroe County.

In 1998, the transportation industry also paid wages above the statewide average in Monroe County but in 1999 that industry's pay slipped below the statewide average. Despite the fact that four of the ten largest employers in the county are in the manufacturing industry, that sector only paid about two-third the statewide average in 1999.

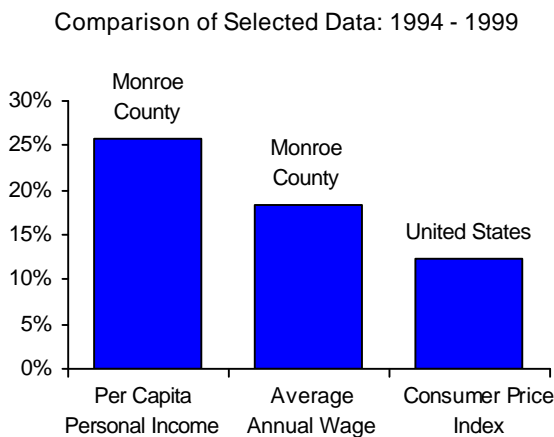
Monroe County Wage and Income Data



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Monroe County's per capita income ranked 52 of Wisconsin's 72 counties during 1999, slipping slightly from their 51st ranking in 1998 but up a few notches from their 1997 ranking of 56th. Per capita income can be influenced by the number of wage earners, average family size, and the median age of the residents. Per capita income can influence the type of services and housing available within a county.

While not quite keeping pace with the state or national growth rates in PCPI, Monroe County's PCPI growth rate is robust and gives Monroe one of the best PCPI growth rates among the eight county Western Wisconsin area.

Over the past five years, Monroe County per capita income has increased by 25.6 percent and wages earned in Monroe County have increased by slightly less than 20 percent. The change in average annual wages and the change in PCPI in Monroe County outpaced the five year rate of inflation as measured by the Consumer Price Index.



Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Monroe County	\$16,340	\$16,837	\$18,126	\$18,866	\$19,803	\$20,529	3.7%	25.6%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Assembler, Except Precision	\$ 10.79	\$ 11.08
Carpenter	\$ 12.61	\$ 12.48
Cashier	\$ 6.99	\$ 6.74
Cook, Restaurant	\$ 9.36	\$ 8.39
Food Preparation Worker	\$ 6.97	\$ 6.62
Hotel/Motel Clerk	\$ 7.47	\$ 7.39
Janitor/Cleaner	\$ 9.50	\$ 9.14
Licensed Practical Nurse	\$ 14.33	\$ 13.86
Machine Feeder & Offbearer	\$ 9.49	\$ 9.47
Maintenance Repairer	\$ 13.32	\$ 13.15
Nurse Aide/Orderly	\$ 9.24	\$ 9.10
Registered Nurse	\$ 9.91	\$ 8.53
Truck Driver, Light	\$ 10.32	\$ 9.97
Truck Driver, Tractor Trailer	\$ 16.72	\$ 15.72
Vehicle Washer/Equipment Cleaner	\$ 8.83	\$ 8.24

Source: DWD, BWI, 2000 OES wage survey for Balance-Of-State (non-MSA) counties.

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 60 or so 'balance-of-state' non-MSA counties.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor mark tightens employers offering low wages migrate closer to the mid-point.